**Key Trends in the Consumer Sector**

| **Trend** | **Key Takeaways** |
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1. **The Store of the Future** | - There is an increasing need for an omnichannel approach to engage consumers.  
   - The demand for digital retail experiences has surged, driven by the COVID-19 pandemic, including the use of virtual and augmented reality tools, as well as mobile devices.  
   - Direct-to-consumer channels are gaining popularity, allowing manufacturers to bypass traditional retailers.  
   - Consumers are seeking frictionless and cashier-less payment options.  
   - There is an expectation for seamless order fulfillment processes with transparency regarding order status.  
   - Hyper-personalized marketing is becoming essential, leveraging technology to effectively target and influence consumer behavior.  
   - Retail functions are increasingly automated, with innovations like inventory-checking robots, smart shopping carts, and drone deliveries.
2. **Brand Relevance** | - Consumers are looking for trustworthy brands that align with their values.  
   - Beyond quality, there is a preference for brands that are environmentally conscious and prioritize diversity and inclusion.  
   - Brands that engage in corporate activism and advocate for relevant issues are valued.  
   - Online platforms such as YouTube, Google, Facebook, and Instagram are significantly shaping brand relevance.
3. **Digital Supply Chain** | - Supply chains are influenced by various factors, including omnichannel shopping, multiple fulfillment points, the pandemic, extreme weather, labor shortages, trade tensions, and economic nationalism (e.g., Brexit).  
   - Artificial intelligence (AI) and analytical tools are crucial for achieving end-to-end visibility and effective supply chain management.  
   - Future digital supply chains will be more customer-centric, technology-driven, and capable of linking demand and supply through real-time consumer data.
4. **The Future of Food** | - There is a growing demand for healthier food options and greater transparency and sustainability in the food value chain, such as plant-based products.  
   - Consumers are particularly concerned about issues like packaging waste reduction, supply chain transparency, and fair labor practices.  
   - Locally-sourced products are often viewed as more sustainable.  
   - Mass-produced foods will continue to be in demand, as some consumers prioritize price, consistency, and availability.
5. **ESG Ascendance** | - Environmental, Social, and Governance (ESG) factors are increasingly important to consumers, as well as to executives, shareholders, and governments.

Additionally, I have provided answers to your questions regarding trends in the Fishing sub-sector, based on the Stanford article you shared:

1. **Expected Growth in Fish Consumption by 2050**: Global fish consumption is projected to rise by nearly 80% by 2050.
2. **Drivers for Increased Fish Consumption by 2050**:
   * Population growth
   * Local changes in affordability
   * Trade
   * Cultural factors
3. **Negative Impact on Fish Demand**: Climate change is anticipated to increase seafood prices, disproportionately affecting the poor.

I hope this analysis meets your expectations and addresses the points you were interested in. Please let me know if you need any further information.

Kind regards,  
Charism